



Powering the future of lifelong learning

June 2023



OpenLearning is a scalable learning platform for education providers that leverages Generative AI



5+ million
enrolments globally



3.4+ million
learners



200+
education providers



10,000+
courses



165
countries



100+ million
Peer interactions

2012

Founded in **Sydney, Australia**

2014

Selected as the national platform for massive online courses by the Malaysian Government

2015

Established regional office in **Kuala Lumpur**

2019

Listed on Australian Stock Exchange (**ASX:OLL**)

2020

Launched **OpenCreds Micro-credential Framework** in Australia and Malaysia

2021

Launched the UNSW Transition Program Online for students to gain entry into 10+ universities

2022

Strategic partnership with the **Education Centre of Australia**

2023

Launch of **embedded Generative AI** tools for education providers

Enabling world-class organisations to deliver transformative learning experiences

Universities & Higher Learning Institutions

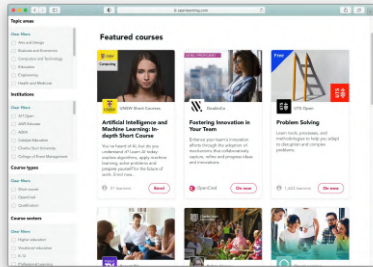
Technical Vocational Education & Training

Training, Upskilling & Professional Development

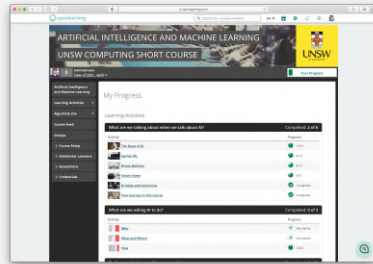
Government Agencies & Industry Associations



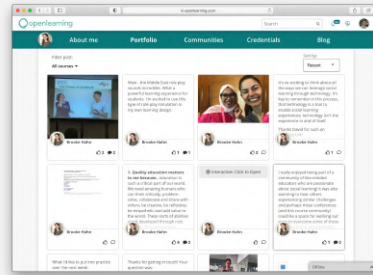
Fully integrated, end-to-end solution for delivering short courses, micro-credentials and programs



Marketplace



Learning



Portfolios



Credentials

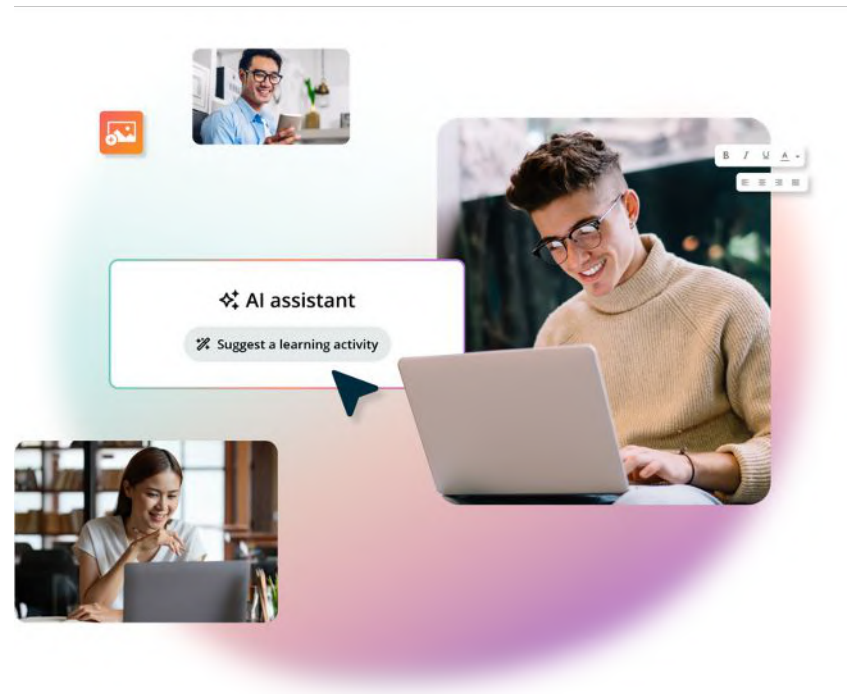


OpenLearning AI Assistant:
Game Changer for Learning
Design and Delivery

Our approach to embedding AI into OpenLearning

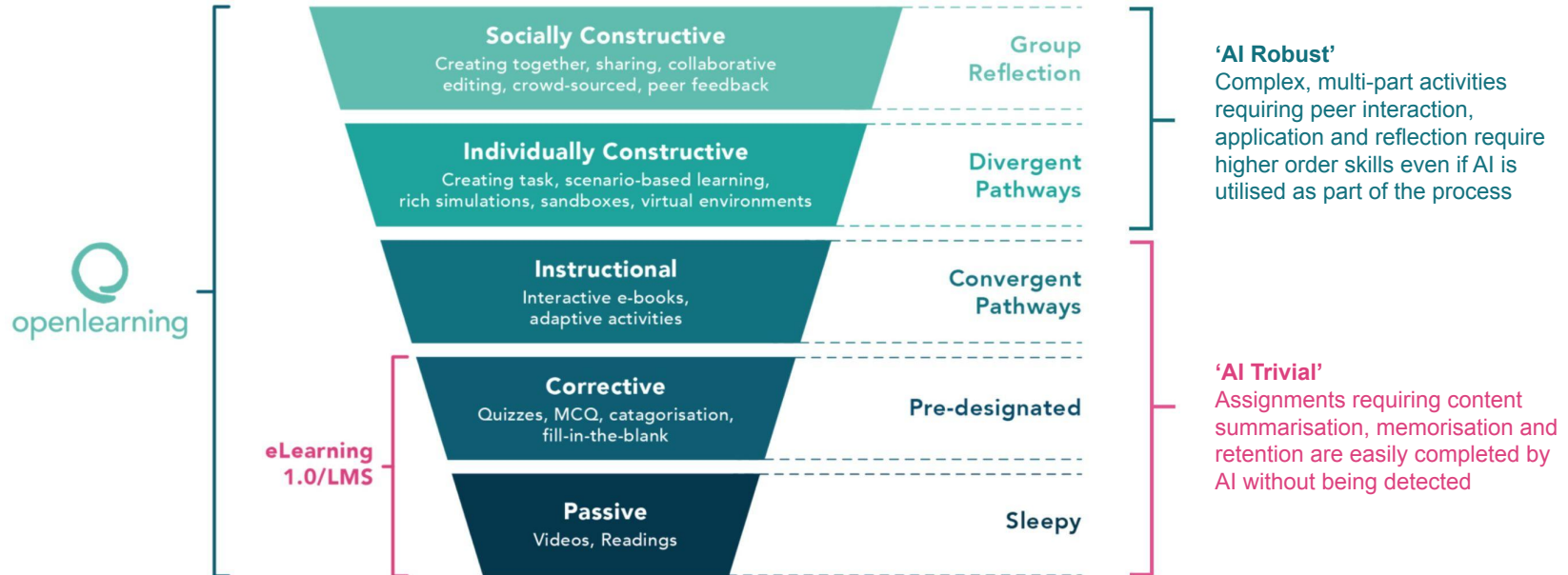
- Empowering educators by providing suggestions across all aspects of course design, delivery and assessment
- Humans are always the decision makers, deciding on which actions to take and approving AI suggestions
- Implement best practices in learning design and education delivery to maximise learning outcomes
- Utilise the latest enterprise-grade technology (currently GPT-4 from Microsoft Azure's OpenAI service)
- Only provide access to AI tools to educators and education providers, not directly to learners

We believe that Generative AI can increase the quality of education and result in better outcomes for learners if used appropriately.



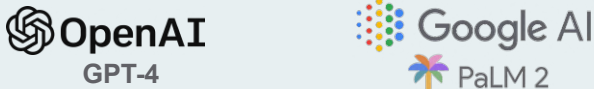



Design courses for learners to demonstrate 'how they learned' vs 'what they know'

Counteract learners' use of Generative AI by designing authentic, active learning experiences that intrinsically motivate learners and produce unique evidence of learning that is automatically captured in a portfolio.



Emerging categories of Generative AI features across the technology ecosystem

	Consumer Generative AI Tools	Embedded Generative AI in Platforms
Domain/Industry knowledge	<ul style="list-style-type: none">• General purpose consumer tools• Prompt engineering required for quality output	<ul style="list-style-type: none">• Domain-specific fine-tuning of prompts and models• Ability to reason about platform features
Data ownership, privacy and security	<ul style="list-style-type: none">• Varies, data often used for model training	<ul style="list-style-type: none">• Data remains private, audit trail available• Clear policies on data ownership
Limitations on usage and availability	<ul style="list-style-type: none">• Often have low limits for prompts and output	<ul style="list-style-type: none">• Relatively higher limits based on underlying generative AI technology
Examples		
Foundational Large Language Models		

OpenLearning's AI Assistant will suggest high quality learning activities, content and assessments

2

AI assistant (beta) Give feedback

Activity builder Course info

Tutorial Exercises
Generate a set of tutorial exercises based on a specific topic area. Learners will be encouraged to help each other find solutions.

Get an example

Choose a topic

Supply and demand

Describe the topic or types of exercises (Optional)

Learning outcomes

economicprinciples microeconomics macroeconomics reallifapplication

criticalthinking

Search for an outcome

Tone

academic authoritative conversational critical dramatic encouraging

enthusiastic experiential exploratory humorous imaginative informative

inspirational instructive objective playful poetic professional

3

Search for course content EN

Your Progress

View Edit Attributes Settings

Supply and Demand in the Housing Market: Problem Solving Activity

In this activity, you will engage in a problem-solving exercise related to supply and demand in the housing market. Instead of being given problems by the instructor, you will come up with your own problems as challenges for each other. This will help you to better understand the concepts and apply them to real-world scenarios.

Now, it's your turn to create an interesting challenge related to supply and demand in the housing market. Share your challenge with the class by providing enough information so that the problem can be solved within the topic being explored. Use the text sharing area below to share your challenge.

Share your challenge

0 words

Next

Look through the challenges shared by your classmates and pick one or more to solve. Keep in mind that you are encouraged to solve problems from different perspectives and difficulty levels to enhance your understanding of the topic.

Once you have chosen a challenge to solve, post your solution as a comment on the challenge. Be sure to provide a clear and concise explanation of your solution, as well as any relevant calculations or diagrams, if applicable.

Filter by: Sort by: Newest

1

AI assistant (beta) Give feedback

Activity builder Course info

Applying Knowledge
Get your learners to explore a topic by applying it. Your learners will share their applications, and then explore one of these together.

Crowdsourced challenges
Encourage your community to set problem-solving challenges for each other. Each learner then tries out each other's challenges.

Feynman technique
Learners build their understanding of a topic by teaching it to their peers and improving their explanation or analogy based on class feedback.

Ice Breaker: Guessing Game
This ice breaker will encourage your learners to start exploring ideas from your course while learning about one another as well.

Ice Breaker: If I Were...
This ice breaker will encourage your learners to imagine themselves in a role relevant to the topics in your course.

Ice Breaker: Island Survival
This ice breaker will encourage your learners to think laterally about the topics in your course.

Wide range of learning design templates for various types of activities to increase engagement



Applying Knowledge

Get your learners to explore a topic by applying it. Your learners will share their applications, and then explore one of these together.



Crowdsourced challenges

Encourage your community to set problem-solving challenges for each other. Each learner then tries out each other's challenges.



Feynman technique

Learners build their understanding of a topic by teaching it to peers and improving their explanation or analogy through feedback.



Ice Breaker: Guessing Game

This ice breaker will encourage your learners to share their knowledge from your course while learning about one another.



Ice Breaker: If I Were...

This ice breaker will encourage your learners to imagine themselves in a role relevant to the topics in your course.



Ice Breaker: Island Survival

This ice breaker will encourage your learners to think laterally about the topics in your course.



Ice Breaker: Share and Interact

This ice breaker will encourage your learners to share and interact with each other around a specific topic relevant to your course.



Interdisciplinary Approach

Nudge your learners to expand their perspective on a topic, by challenging them to connect seemingly unrelated topics.



Introduce a Concept

Prompt learners to explore various concrete examples in order to solidify their understanding of a new concept.



Practice a Technique

Involves mastering different approaches. Prompt your learners to research and share a technique, then complete relevant challenges.



Role-play: Meet the brief

Learners practice meeting a brief through role play. Each learner gets the opportunity to take on the role of client as well as service provider.



Role-Play: The good, the bad and the ugly

Learners differentiate between: correct with best practice, incorrect approaches, and correct but using poor practices. They take on one of these roles to solve a challenge, then critique each other's responses.



Sharing activity: Experiences

Encourage learners to share their personal experiences related to a course topic and engage with one another in conversation.



Sharing activity: Share and review

Learners share their work on a topic and are then encouraged to review each other's contributions.

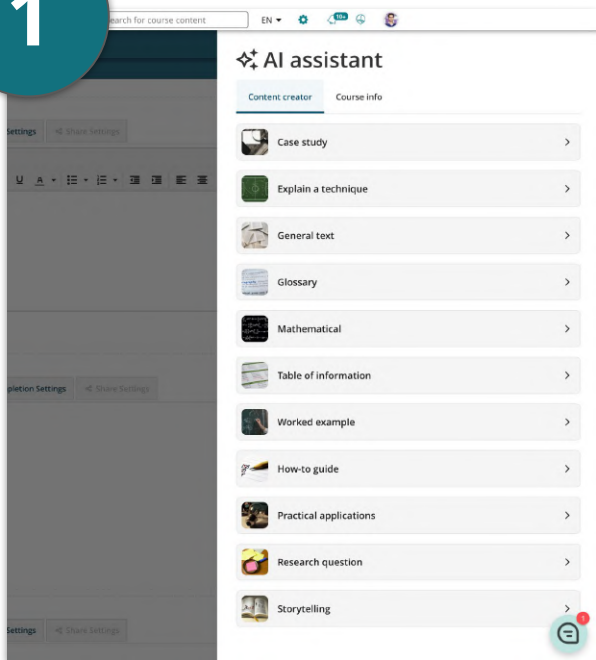


Tutorial Exercises

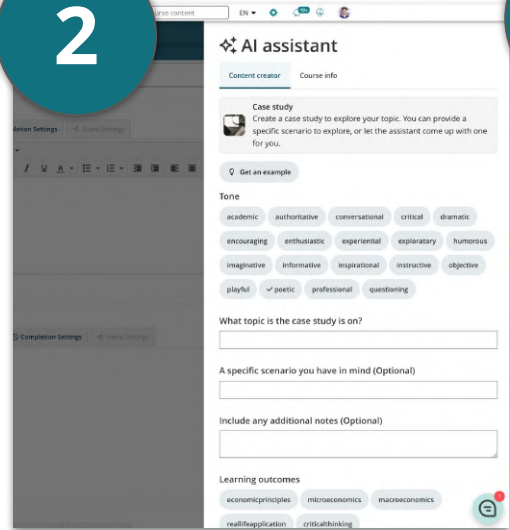
Generate a set of tutorial exercises based on a specific topic area. Learners will be encouraged to help each other find solutions.

OpenLearning's AI Assistant can generate a wide range of advanced content types

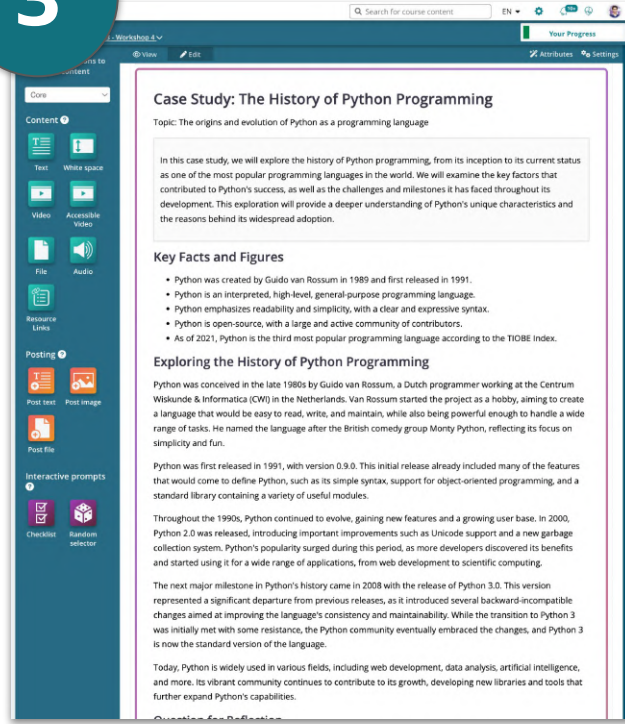
1



2



3



Wide range of content types tailored to OpenLearning with formatting and styling



Case study



Research question



How-to guide



Explain a technique



Storytelling



Mathematical



General text



Table of information



Practical applications



Glossary



Worked example



Pros and cons



Platform and LMS Functionality

Next generation LMS: An end-to-end solution for blended education and lifelong learning

1

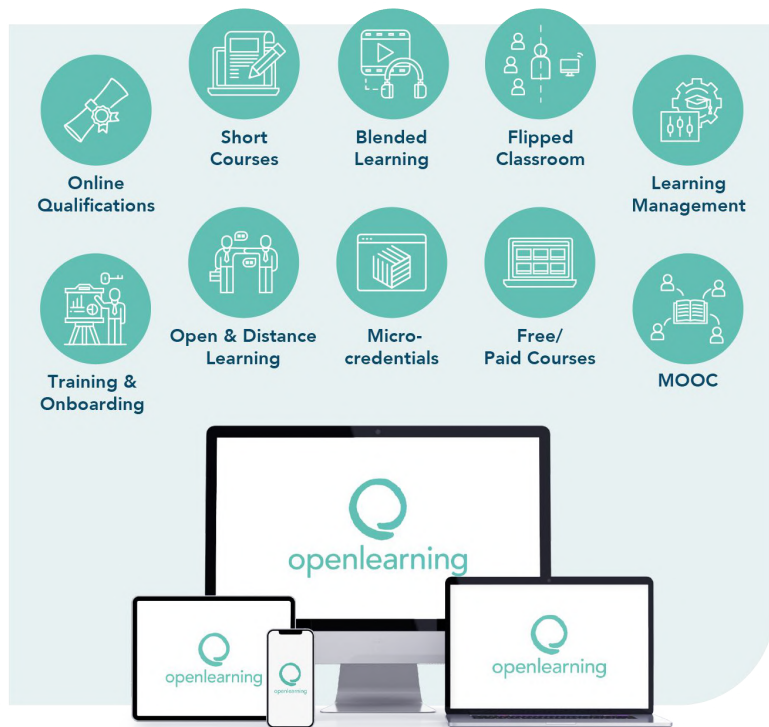
Flexible & secure, deliver any type of online program

2

Access learning design tools for interactive activities, collaboration & community building

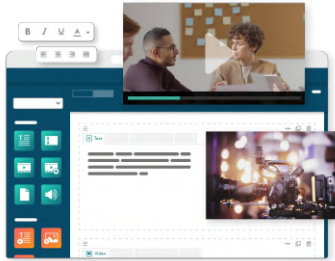
3

Interoperable ecosystem, fast implementation for beginners - no IT help or team required



Advanced features for world-class education

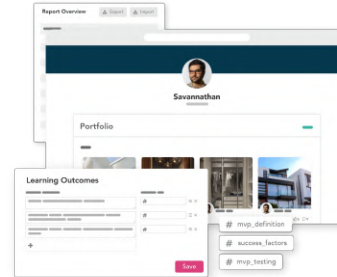
Learning design tools for active teaching and learning



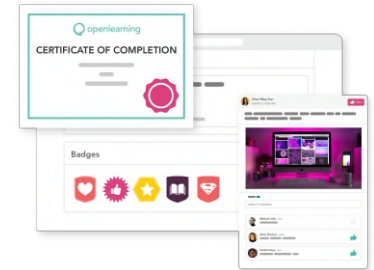
Course Authoring



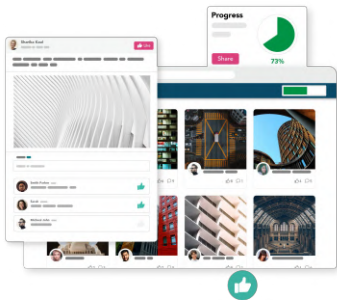
Institution Portal



Assessment



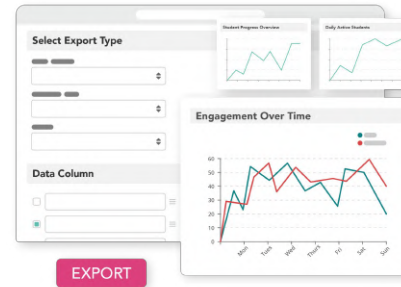
Certification



Learners Engagement



Facilitation



Learning Analytics



Marketing

Customisable portal to showcase your courses

Public or private portals with your branding and videos to showcase courses and degrees.

Embedded
promo
videos



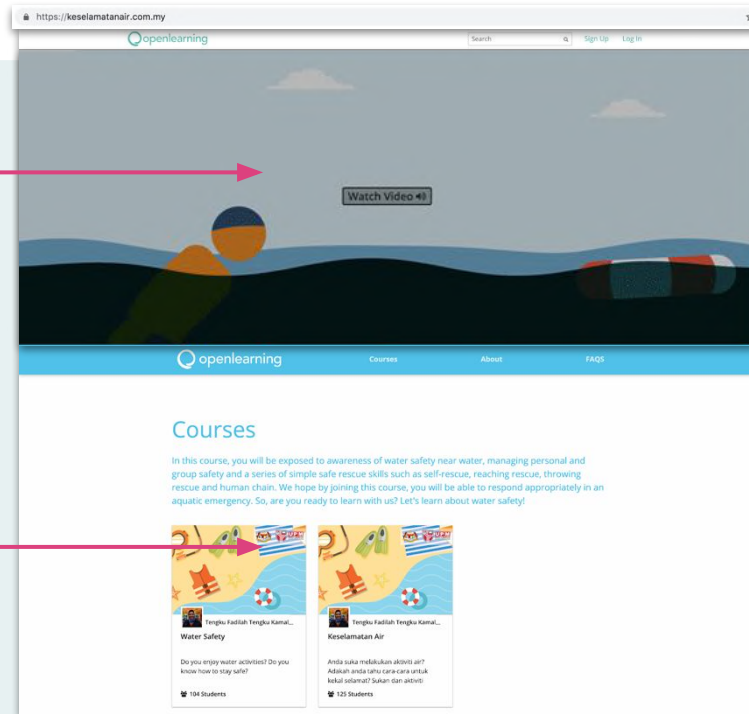
Custom
domain
name



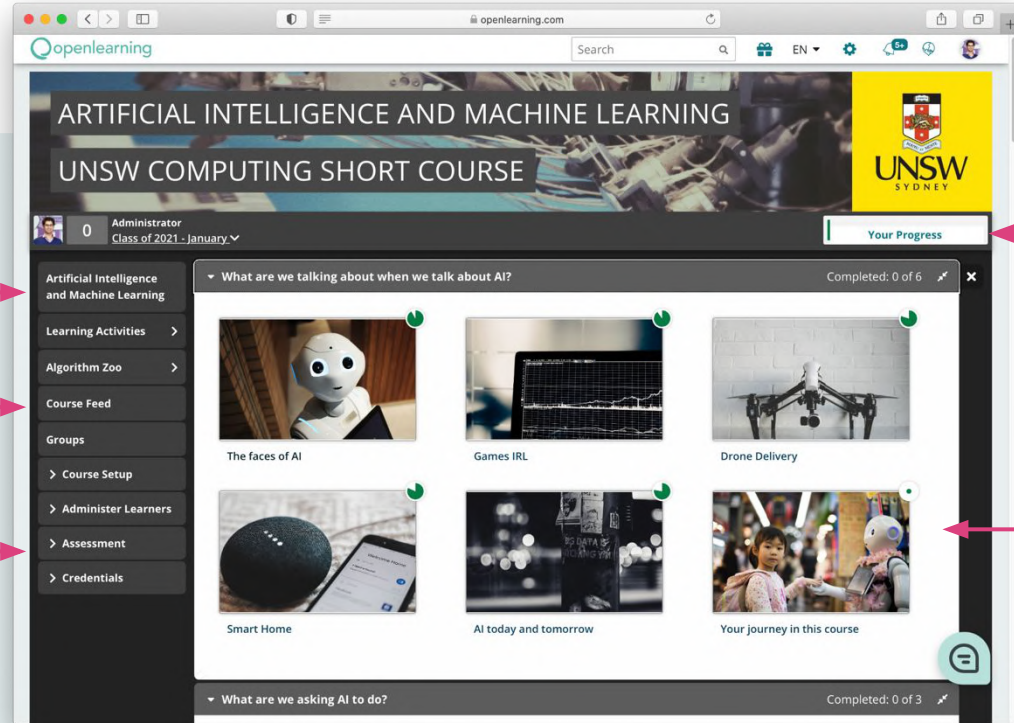
Curated
course
offerings



Customise
theme &
style



World-class online learning experience



Customisable navigation

Course 'news feed'

Course set up tools

Progress bar

Pages and learning activities

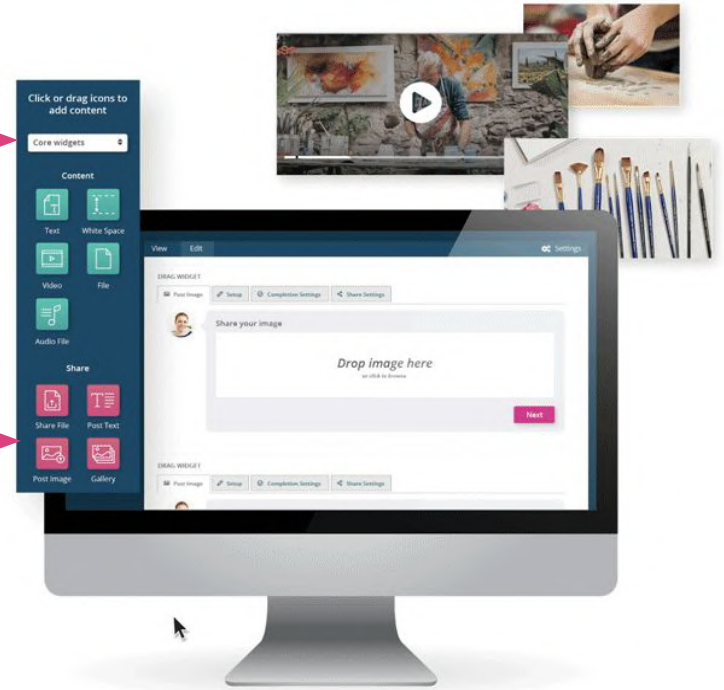
Easy to use course authoring tools to save your lectures time and create better courses

Built-in Authoring Widgets

Over 30 built-in widgets support all basic data types and resources that you would expect for inclusion in a course. iFrame and HTML can be embedded.

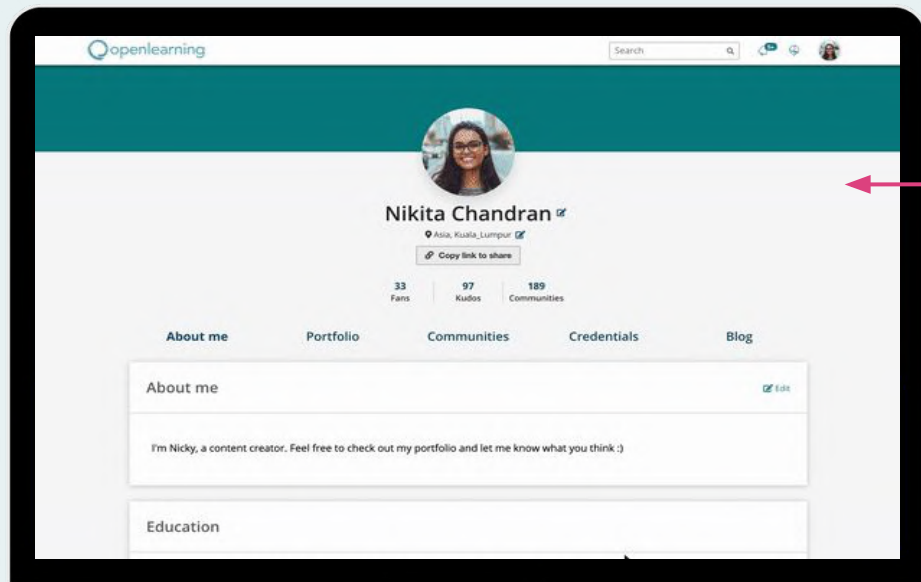
Drag-and-drop Functionality

The drag-and-drop functionality allows easy access to the entire suite of authoring widgets for user-friendly course building and delivery.



Automated portfolios increase employability

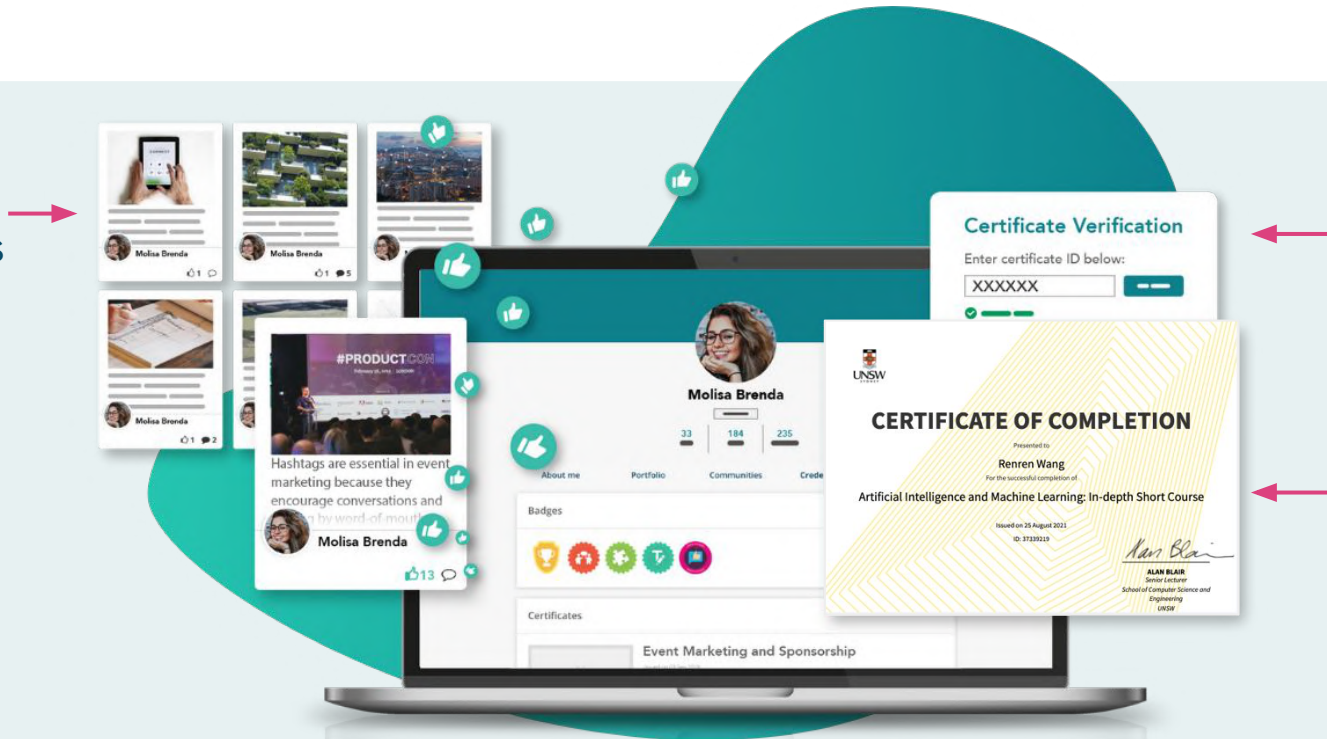
Portfolios that link learning outcomes to skills and enable employment pathways



Portfolios instantly collect achievements on the OpenLearning online learning platform – from completed activities, to certificates and badges

Automatically issue customised digital badges and verified certificates

Link credentials with skills

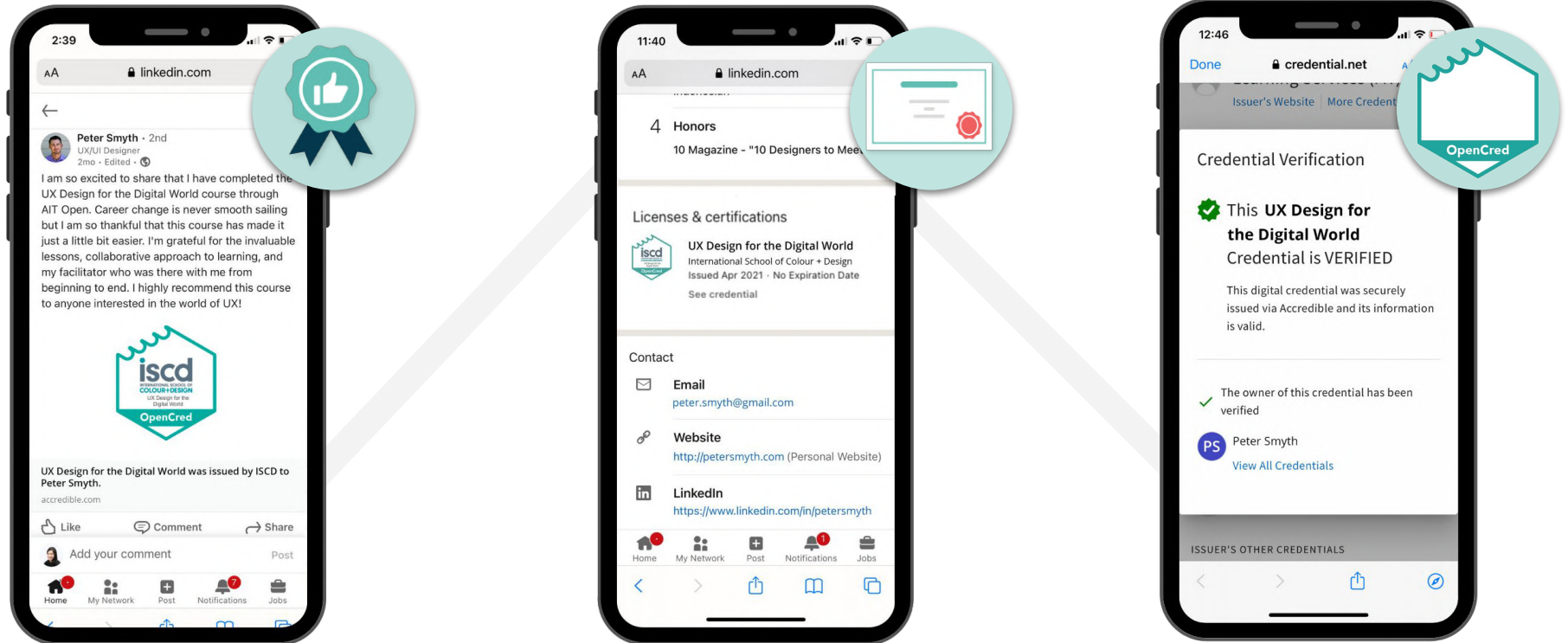


Verify certificates with a unique ID

Customise design

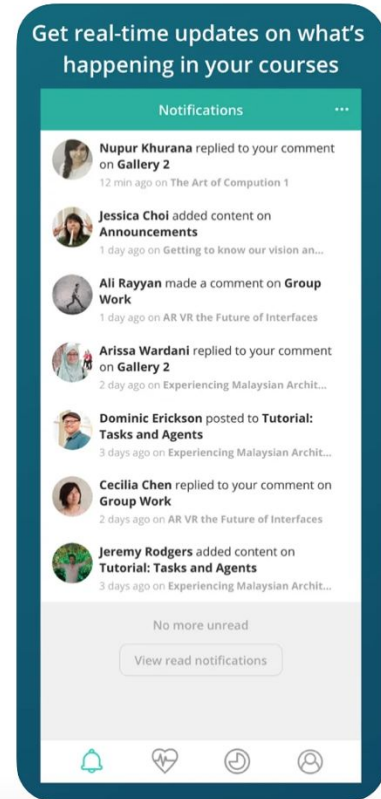
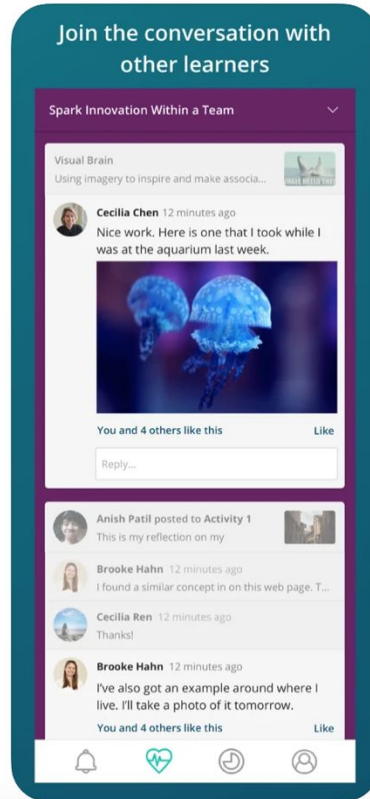
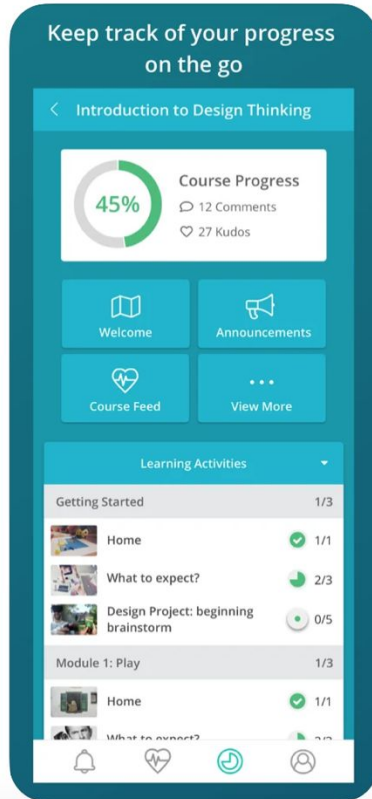
Digital credential, powered by Accredible and backed by OpenLearning's portfolios

Your learners can now enjoy all the benefits of being digital — share, verify and track.



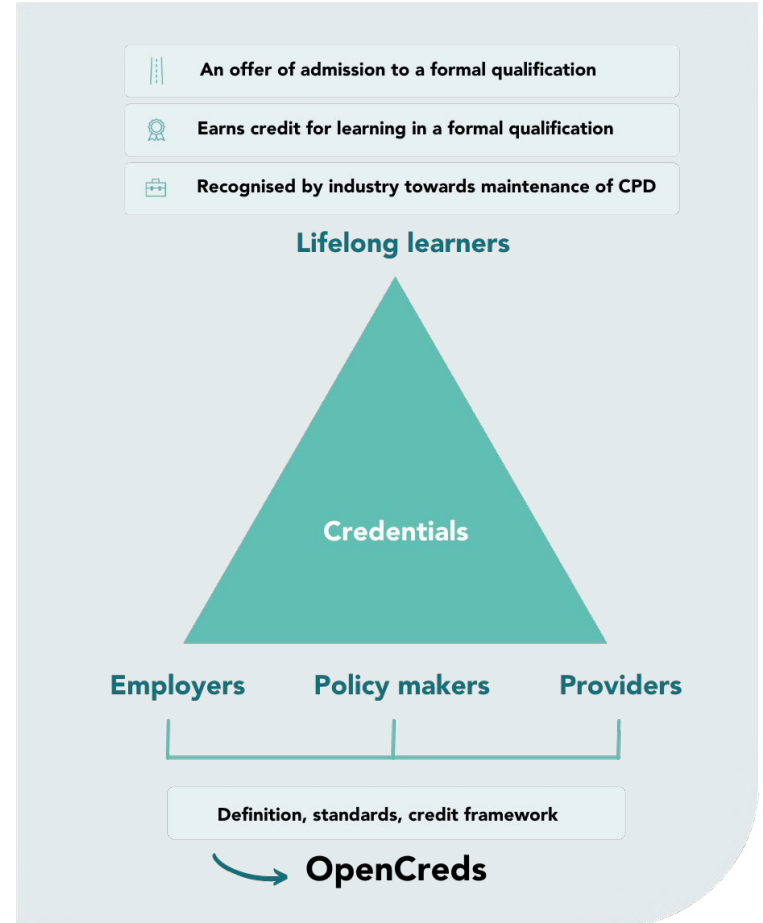
Access courses on-the-go

Apps available for both iOS and android



OpenCreds: The cross-sector micro-credential framework for lifelong learning

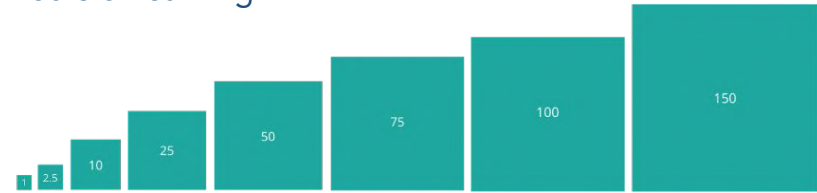
- Definition: “an OpenCred is a certification of assessed learning or competency that is additional, alternative, complementary to or a component part of a formal qualification.”
- Enables lifelong learning to become a practical reality for Australian post-secondary learners
- For providers: OpenCreds offer flexible, more affordable courses that lead to credit in a formal qualification, are recognised by industry, and with a high-quality learning experience.
- For learners: Completing micro-credentials can lead to bigger qualifications or pathways depending on their individual goals— whether for a promotion or career change.



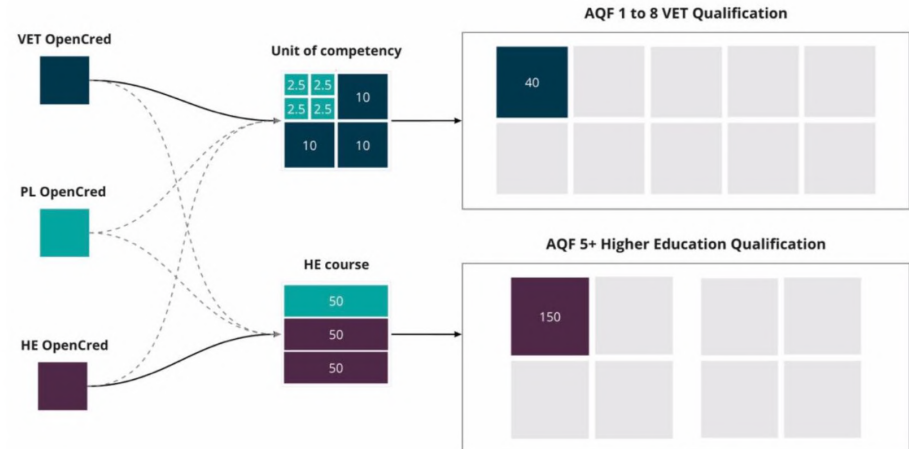
OpenCreds - Stackable Micro-credentials

- An **OpenCred** is a certification of assessed learning or competency that is additional, alternative, complementary to or a component part of a formal qualification.
- **OpenCreds** may be a stand-alone credential or they may interact with a formal qualification.
- **OpenCreds** are small and stackable; and designed to offer interoperability between higher education, vocational education, and professional learning opportunities.

Hours of learning



Types of learning and stackability



Connects with the EdTech eco-system

We seamlessly fit in with your other learner management apps and tools via our widgets or LTI/xAPI/API

Blackboard®

moodle

zapier

H5P

Google Slides

zoom

turnitin

Google Drive

Panopto™

Microsoft Teams

tao

Learner Management, Content & Facilitation

Accredible

HRD CORP
HUMAN RESOURCE DEVELOPMENT CORPORATION
e-LATI@

prospire

Career & Upskilling

Global eco-system and support network enables institutions to scale

Personalised Onboarding

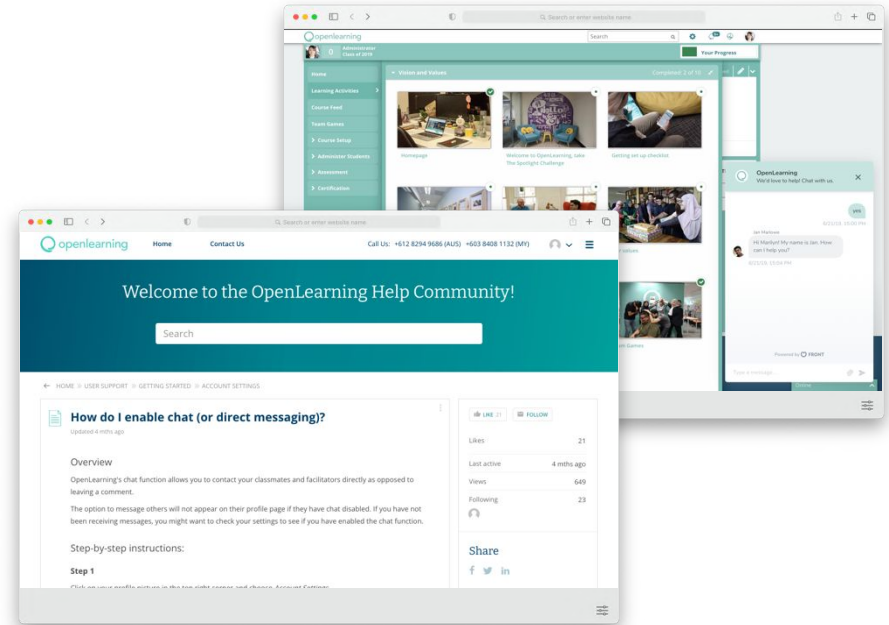
- Sessions with a dedicated onboarding specialist to setup your organisation portal and courses

Customer Support 7-days/week

- Email and phone support
- Live-chat with localised help
- OpenLearning Help Community

Professional development for staff

- Training program for educators/staff to up-skill them in learning design, online facilitation and assessment

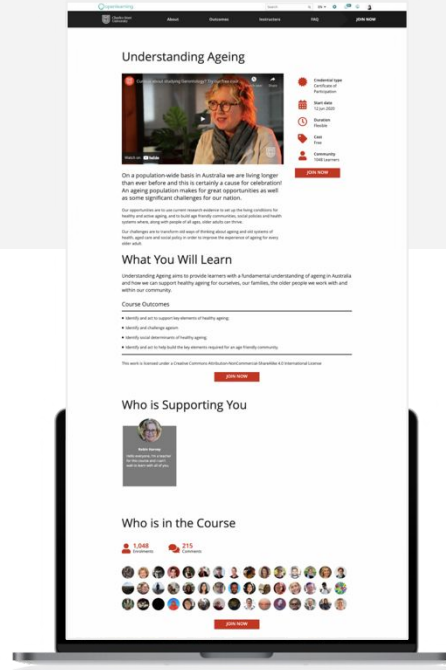
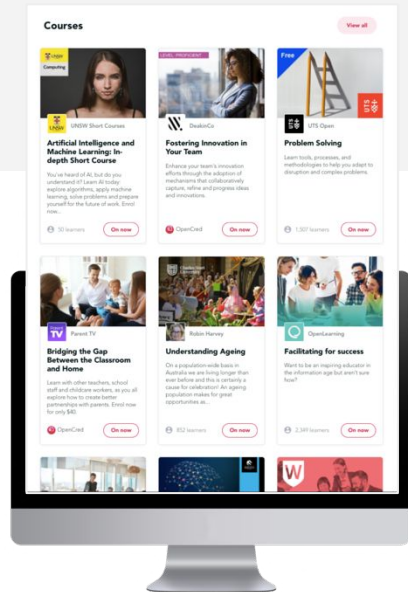


Marketplace and eCommerce

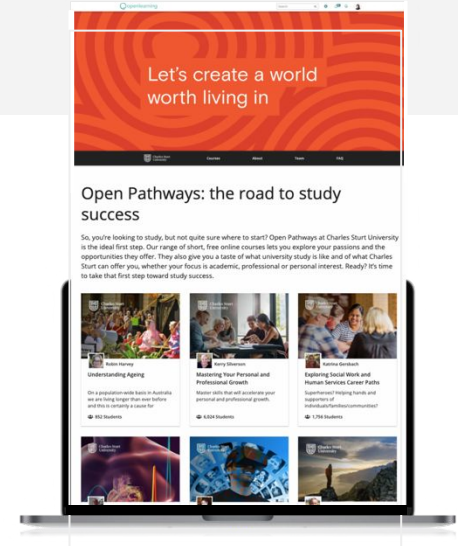
Integrated education marketplace, eCommerce functionality to support sales and marketing

Branded course landing page

Marketplace



Branded institution portal



Technology designed for sales and marketing



Your institution

Education, Brand, Marketing

- Digital marketing, campaigns to alumni
- Promote on social media accounts
- Setup portal and landing pages
- Set competitive prices in key currencies
- Setup Stripe Connect for faster payouts
- Create ice-breaker/intro activity
- Respond promptly to learner questions
- Design activities that build community
- Monitor learner progress, facilitate courses
- Gather feedback, continuous improvement
- Create more courses in your portal
- Inform learners about other courses
- Provide pathways to degrees/qualifications
- Identify/contact learners about pathways
- Setup digital credentials with your brand
- Collect testimonials from learners
- Provide discounts for referrals



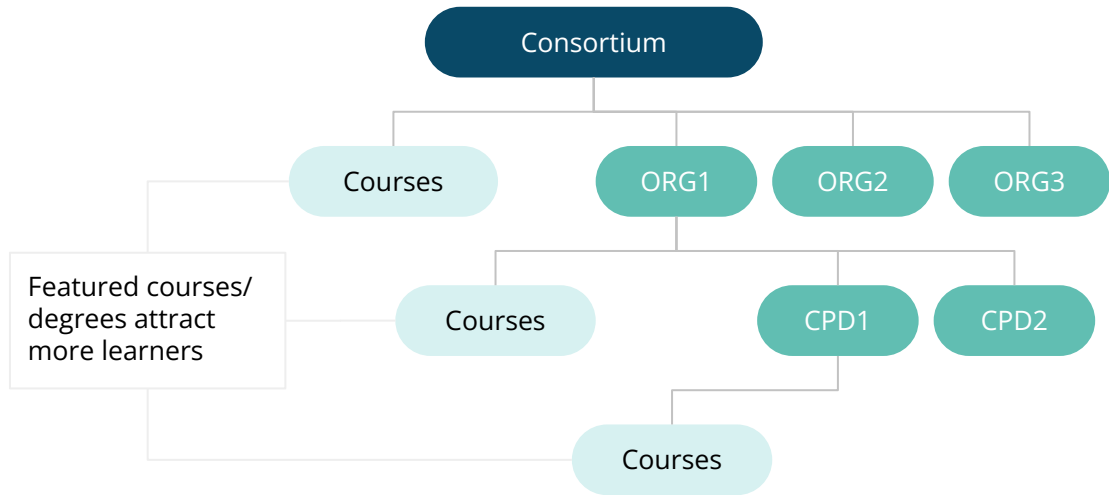
openlearning

End-to-end Technology

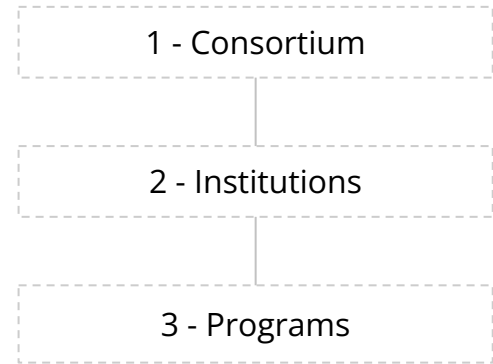
- Customer-centric landing pages, affiliates
- Integration with digital marketing tools/CRM
- White-labelled institution portal
- Optimised two-step checkout process
- Multi-currency payment gateway
- Intuitive interface for learners to get started
- Notifications, weekly digest emails
- Social and active learning platform
- Progress tracking, data, facilitation tools
- Flexible course design tools
- Export enrolment data and email addresses
- Institution portal to list all courses
- Portfolios capture data for RPL/APEL
- Announcement system
- Digital credentials shareable on social media
- Discount code/voucher system
- Portfolios can be shared with employers

Single platform for consortiums, associations and membership based organisations

Unique technology and operating model enables tailored solutions to solve local and regional challenges while providing international exposure and opportunities for students, universities and governments.



3 Distinct Levels



Global marketplace platform across Australia, Southeast Asia and Sub-continent



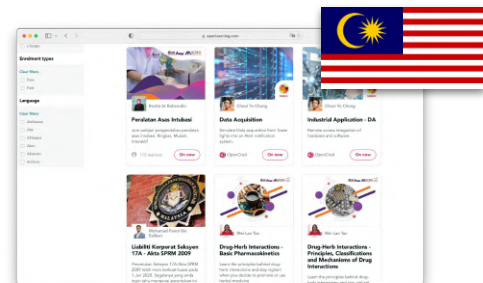
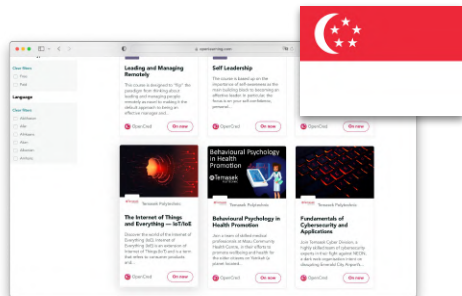
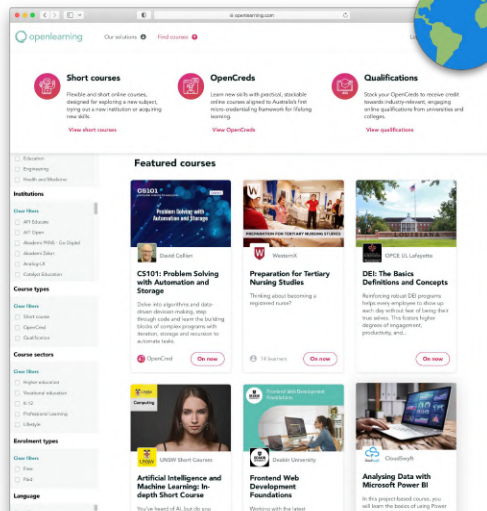
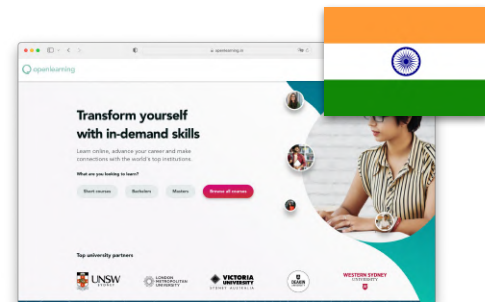
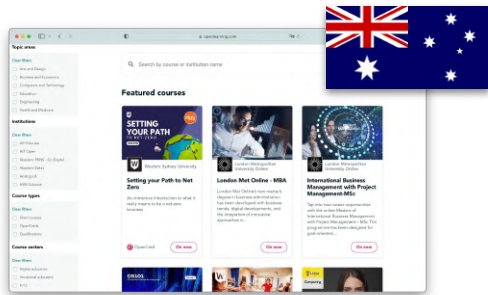
5+ million
enrolments



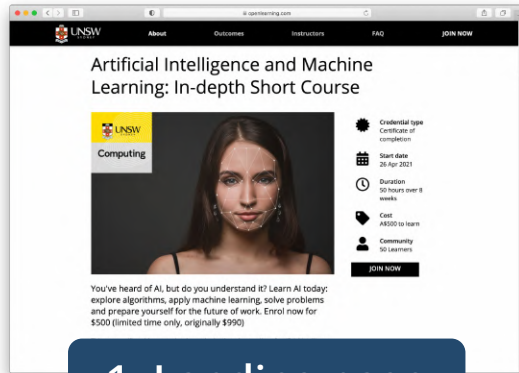
3+ million
learners



165
countries

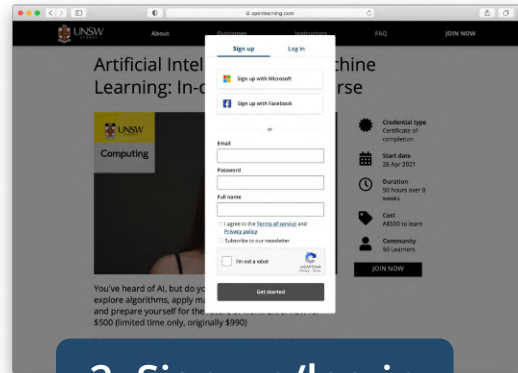


Consumer-centric landing pages, registration and payment process to optimise conversion



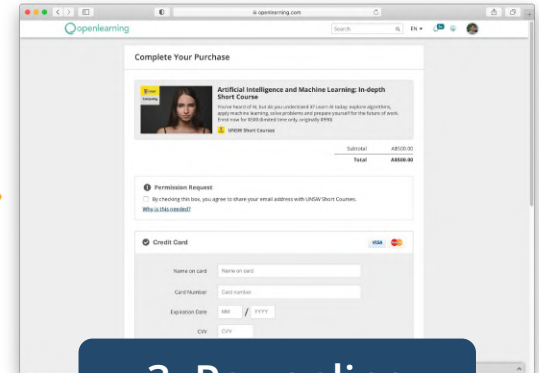
1. Landing page

Connect to Google Analytics, marketing tools and monitor conversion rates



2. Sign-up/log-in

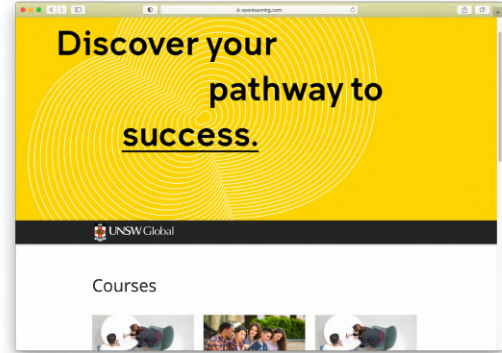
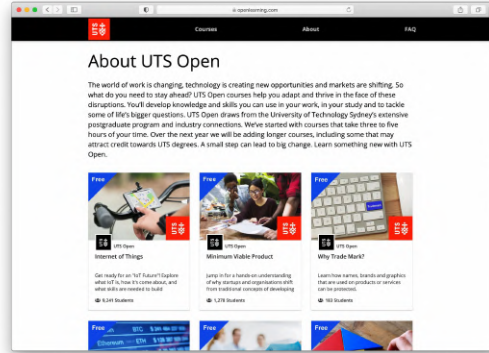
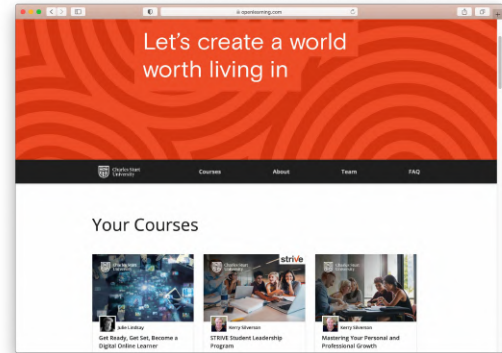
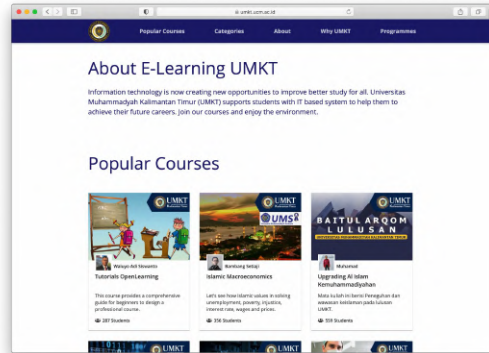
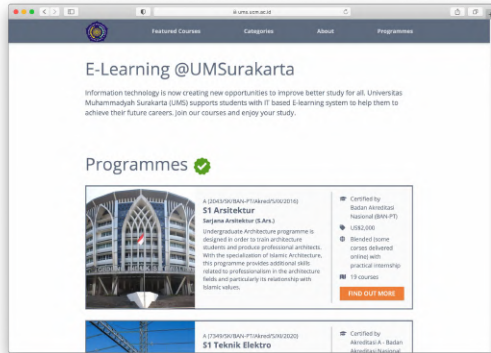
3.4m people worldwide, already have an OL account and signing up is very easy



3. Pay online

Simple payment form, supports multiple currencies, discounts and geo-pricing

Customisable portal for your short courses, micro-credentials and online programs



Marketing and distribution channels

- Promote and market your courses independently or leverage our marketing partners to promote the courses
- OL has substantial experience in marketing and distributing short courses, including strategic partnerships and in-house digital marketing teams in Australia and Malaysia
- Marketing opportunities include:
 - Digital marketing/advertising
 - Search engine optimisation
 - OpenLearning.com to reach 300k+ people/month
 - Partnerships with course aggregators
 - Referral/affiliate marketing through OL's network

* These services may incur additional costs and are available on a case by case basis





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